

## From the President



Diane Ausavich, CR  
President

As summer vacations turn into fond memories and our daily lives return to a more set schedule, the Milwaukee/NARI Home Improvement Council, Inc. is excited about the upcoming events it will be hosting for area homeowners.

The 20th Annual Milwaukee/NARI Fall Home & Remodeling Show is scheduled for September 17-19, 2010. At the Fall Show, you will be able to meet more than 200 home improvement and remodeling contractors and discuss the possibilities for enhancing your living space. Included at the

bottom of this page, is a \$2 off coupon. Plan to spend a day learning what is available for you and your home.

In addition, you are invited to the FREE consumer seminars that will be offered at the Milwaukee/NARI office over the coming months. Tips from these seminars will help you make your home more comfortable and energy-efficient.

If you have questions that you'd like answered relating to your home, or ideas that you would like us to include in a future issue of NARI News, please e-mail [info@milwaukeevari.org](mailto:info@milwaukeevari.org).

## "Bring Inspiration Home" from the Milwaukee/NARI Fall Home & Remodeling Show

The 20th Annual Milwaukee/NARI Fall Home & Remodeling Show will be held Friday, September 17 through Sunday, September 19, 2010, at the Wisconsin Exposition Center at State Fair Park in West Allis.

The Milwaukee/NARI Home Improvement Council, Inc., the area's leading home improvement and remodeling industry resource for more than 49 years, will provide Fall Show attendees with an opportunity to "Bring Inspiration Home" from this year's Show.

More than 325 exhibit booths will feature providers of home improvement and remodeling products and services, including design/build, kitchens, decks, cabinets, windows, wall covering, bathrooms, lighting, landscaping, roofing, and more.

In addition, daily educational presentations and demonstrations by home improvement specialists, media celebrities, and chefs preparing their favorite recipes will be held in the exhibit hall. Special guests this year will include John Gidding of HGTV's "Curb Appeal: The Block" and Cathy Skell and Kristin Steede from NBC's "The Biggest Loser, Season 7".

Special attractions at the event will include the Time Warner Cable Relaxation Station, presentations by Milwaukee/NARI Certified Professionals on popular

remodeling topics, the Milwaukee/NARI Information Center featuring the "Ask a Certified Professional" counter, and much more.

Fall Show Hours will be as follows:

Friday, September 17	11:00 a.m. - 9:00 p.m.
Saturday, September 18	10:00 a.m. - 9:00 p.m.
Sunday, September 20	10:00 a.m. - 5:00 p.m.

Tickets are \$5 in advance (through Thursday, September 16 at designated Advance Ticket Outlets or the Milwaukee/NARI office) or \$7 at the door. Tickets for seniors (60 and older) are \$5, with a special price of \$4 at the door on Friday, September 17 for Callen Construction Senior Day. Children (12 and younger) are admitted free of charge with free childcare sponsored by Pekel Construction & Remodeling available for ages 3 - 12.

For more Fall Home & Remodeling Show information, including advance ticket locations, visit [www.milwaukeevari.org](http://www.milwaukeevari.org) or call the Milwaukee/NARI office at (414) 771-4071.



Bring Inspiration Home



JOHN GIDDING

HGTV'S "CURB APPEAL: THE BLOCK"



CATHY SKELL & KRISTIN STEEDE

"THE BIGGEST LOSER, SEASON 7"



# \$2<sup>00</sup> off

Valid September 17-19, 2010 only.

Present this coupon at the Wisconsin Exposition Center at State Fair Park ticket office and get \$2 off a regular adult admission for up to four people. Not good with other offers.

## Tips for Home Owners Experiencing Flooding and Other Water Related Issues

Milwaukee/NARI urges area homeowners who have flooded basements to be safe and stay out of these areas. Entering a flooded basement can be hazardous for two reasons: despite how clear the water may look, it may be contaminated and may also be electrically charged, especially if the water covers wall outlets or other electric circuitry. Milwaukee/NARI members suggest homeowners wait for the water to drain or get an experienced and qualified contractor to pump the water out of the space. If it is imperative to enter the basement, wear protective clothing and waders.

Milwaukee/NARI also is warning homeowners about being taken advantage of by unscrupulous contractors. "In the middle of a crisis, when homeowners can be emotional and vulnerable, they need to stay alert," said Diane Ausavich, CR, Milwaukee/NARI President. "Do not let yourself be taken advantage of by an unqualified person posing as a legitimate contractor. For example, if someone knocks on your door and offers to clean-up your flooded basement and asks for full payment before they start work, that should be a red flag."

If able, Milwaukee/NARI suggests moving cardboard boxes off the basement floor onto shelves or placing the items in plastic bins. In addition, make sure the drain hose from sump pumps is at least four feet away from the home's foundation and directed away from the house. As weather permits, Milwaukee/NARI experts suggest homeowners clean gutters, downspouts, and window wells of any debris, covering the window wells to keep out water. Plastic window well covers or even a

piece of plywood over the well should be affixed and be secured, as they can help keep window wells from filling up.

## Functionality Named a Top Priority in the Home

According to the latest poll conducted by the National Association of the Remodeling Industry (NARI) on its website, the majority (56 percent) of homeowners cite functionality as their largest concern when it comes to their home. Members of the Milwaukee/NARI Home Improvement Council, Inc., the area's leading home improvement and remodeling industry resource for more than 48 years, agree that making homes more functional is a large motivation in local remodeling.

"As remodeling contractors, we get a variety of requests from our clients – from converting an existing tub into a walk-in shower, to opening up the laundry room into an adjacent extra room to make one large multi-purpose room," said Ken Connor, CR of Connor Remodeling and Design, Inc. in Menomonee Falls. "In every case, we find that how each family lives and functions will be the driving force in how and what we do."

Functionality of the home generally starts with good design. Remodelers can help homeowners take special care to look for the missing details in any home design, such as the locations of electrical outlets and light switches.

For example, one of Connor's projects improved the home's functionality by altering the cable wiring. He explained, "A new flat screen

*Continued on pg. 3*

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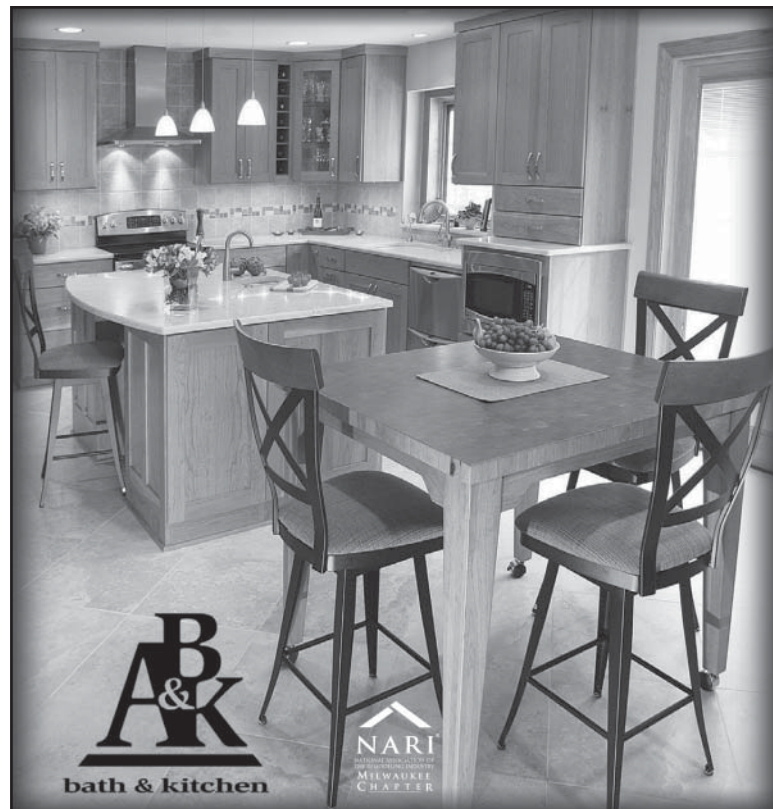
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TV was part of the plan, with cable wiring run to all walls allowing easy relocation of the TV to any wall." In the same project, the

renovated family room functioned better for the homeowners after the original fireplace was converted to a new gas insert, the lighting was improved, and the electrical outlets were updated with dimmer switches.

To address concerns, homeowners should think about how they intend to use the space in the future. Young families with small kids may use the space differently than empty nesters. Multi-generational households often require the incorporation of universal design principles to increase the accessibility for everyone who lives in the home. Milwaukee/NARI members are able to tap into the special needs of their clients and incorporate them into the design.

"Clients of ours who recently became empty nesters had a desire to remodel their bathroom and create a new space just for themselves," Connor said. The homeowners, who no longer had any need for a bathtub, wanted to make the room theirs with a new shower. "They now have a more functional shower in the same space, including a completely new vanity and extra linen storage in a previously unused space."

Connor described another recent remodel that included enlarging the existing laundry room and creating a mudroom, which provided a landing area for the two children. "As part of the project, we also added a pocket door that prevents guests from seeing the potential mess," he said. Additionally, a room that was formerly a playroom was made into an

exercise area complete with a treadmill and other equipment. "The playroom space was relocated to the new family room expansion and addition, providing a much larger space for the entire family to share and enjoy time together."

According to Connor, making a home more functional doesn't have to mean adding on. Of an upcoming kitchen project, he said, "The room size will not be changed, only its use." The goal of the project is to create a convenient pass-through space by opening a wall to the dinette area, to make better use of natural light, and to make better use of space by reconstructing cabinets and moving the refrigerator to a more convenient location. When homeowners plan a remodel, Milwaukee/NARI suggests the following details be considered as part of the renovation:

- Desired location of electrical outlets, telephone jacks, and cable hookups.
- What type of lighting is required or wanted, perhaps adding a skylight, recessed lighting, or under cabinet lighting.
- Blending the design of new living space into existing living space.
- Current and future storage needs.
- Universal features to accommodate the needs of a broader range of people throughout their lifetimes.

These details enable remodeling contractors to help implement a design that best suits the needs and lifestyle of the homeowners. By consulting with a professional, homeowners will receive ideas to increase convenience and time, as well as money-saving hints for a particular project.

## Why Hire a NARI Certified Professional?

NARI Certified Professionals are the best of the best, having met specific criteria for industry experience, commitment to ethical conduct and professionalism, and completion of an intensive national certification program.



Milwaukee/NARI members are able to achieve national certification under six designations:

- CR - Certified Remodeler
- CRS - Certified Remodeler Specialist
- CKBR - Certified Kitchen and Bath Remodeler
- CLC - Certified Lead Carpenter
- CRA - Certified Remodeler Associate
- GCP - Green Certified Professional

Trust your next home improvement or remodeling project to a NARI Certified Professional.



## THINKING OF BUILDING OR REMODELING?

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## NARI UPCOMING EVENTS CALENDAR

Please mark the following events on your calendar:

### 2010-

Friday, September 17 - Sunday, September 19:  
20th Annual Home & Remodeling Show

Wednesday, September 8:

Mechanicals – How to Maintain and Know When to Replace;  
What Should be Done on a Monthly/Quarterly/Annual Basis

Wednesday, October 13:

Prepare Your Home for Winter

Wednesday, November 10:

Audio Visual Technology and Home Automation

### 2011-

Wednesday, January 26, 2011:

Insurance – Who is Responsible, What is Covered,  
What Should a Typical Policy Include, How to Insure During  
and After a Remodeling Project, Etc.

Wednesday, February 23:

Homeowner Pitfalls – How to Determine if You're in Over  
Your Head

Wednesday, March 16: Green Materials/Options for the Home –  
Costs and Reasons They May or May Not be Better for a Home's  
Environment

Wednesday, April 20: Lawn & Garden

Wednesday, May 4: How to React to an Emergency Situation –  
What Needs to be Handled ASAP and What Can Potentially Wait?

Wednesday, May 18: How to Select a Contractor – What to Expect  
When Getting a Quote, What Should be Included in a Quote, What  
Questions Should be Asked on the Phone and In-Person, What  
Questions Should be Avoided, etc.

\*All consumer seminars/panel discussions will be held in the Ron  
Ziglinski, CR Education Center at the Milwaukee/NARI office in  
Wauwatosa from 6:30 p.m. – 8:00 p.m. Attendees will receive free tickets  
for upcoming Milwaukee/NARI shows. Light refreshments will be served.



P.O. Box 26788, Wauwatosa, WI 53226  
(414) 771-4071 • www.milwaukee.nari.org